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ANNEX

**ANNEX**

**to the**

**COMMISSION DECISION**

**on the financing of certain pilot projects relating to 'Research and Innovation' and  
'Single Market' and on the adoption of the work programme for 2023**

## ANNEX

### **Work programme for 2023 for the implementation of certain pilot projects relating to 'Research and Innovation' and 'Single Market'**

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## Introduction

The planned actions are set out by budget heading.

For ease of reading, each action is identified by a number. In the event of revision, this number will be retained.

The global budgetary envelope reserved for procurements is EUR 4 350 000.

### 1. PILOT PROJECTS FOR 2023 OF THE DIRECTORATE-GENERAL FOR INTERNAL MARKET, INDUSTRY, ENTREPRENEURSHIP AND SMES

**Legal basis:** *Article 58(2)(a) of Regulation (EU, Euratom) 2018/1046.*

#### 1.1. Budget line 01.200100.P012306 – Pilot Project – Young European Entrepreneur Award - The EU's Acceleration and Investment Programme for Young Entrepreneurs

##### 1.1.1. Introduction

On the basis of the objectives given in the budget remarks to budget item 03.200100.P012306, this chapter contains the actions to be financed (business pitching contest and technical assistance) and the budget breakdown for year 2023 as follows:

- Procurement (1.1.2):	EUR 350 000
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##### 1.1.2 Procurement

Legal basis:

*Article 58(2)(a) of Regulation (EU, Euratom) 2018/1046*

Objectives pursued:

Organisation of a yearly business pitching contest and award ceremony for start-ups from different industrial sectors (not only tech related).

The goal is to select 10 finalists with best innovative ideas to be pitched live to a jury consisting of business experts, coaches, investors. Wide promotion to secure at least 100 quality applications shall be organised. Applications to be collected via a web platform and assessed by a panel of business experts. Selected finalists to receive coaching on how to present their business idea prior to their pitching.

Next to the awards for the 3 best pitchers all 10 finalists will receive a tailor-made business support (mentoring, coaching, pre-incubation support).

For the implementation of the project close collaboration with other relevant Commission services (e.g. DG CNECT) and with the European Parliament (e.g. MEPs under 40 group) will be sought to ensure wide institutional support and effective promotion to start-ups in different constituencies.

Expected results:

- design of application to the pitching contest
- creation of a web platform for collection and assessment of applications
- promotion of the event resulted into minimum 100 eligible applications received
- identification and engagement of max 5 jury members for a gender-balanced jury

- provision of pre pitching coaching to selected 10 finalists
- organisation and management of the pitching contest and subsequent award ceremony
- summary report of pitching finalist
- tailor made business support to 10 pitching finalists

#### Implementation

This action will be implemented by DG GROW.

## **1.2 Budget line 03.200100.P032302 – Pilot Project – European network of gender-conscious investors**

### *1.2.1. Introduction*

On the basis of the objectives given in the budget remarks to budget item 03.200100.P032302, this chapter contains the actions to be financed (awareness raising, network development) and the budget breakdown for year 2023 as follows:

- Procurement (1.2.2):	EUR 1 000 000
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### *1.2.2. Procurement*

Legal basis:

*Article 58(2)(a) of Regulation (EU, Euratom) 2018/1046*

Objectives pursued:

The objectives of the European network of gender-conscious investors is to raise awareness around the gender investment gap and engage with the industry to measure and stimulate change to increase the participation of women in the investment decision making and eventually improve access to different forms of financing for female-led companies.

Expected results:

The project will gather and share good practice, develop and promote tools and guidance to improve gender equality and women's empowerment and encourage investors and financial institutions to implement relevant practices and commit to diversity goals.

#### Implementation

This action will be implemented by EISMEA.

## **1.3 Budget line 03.200100.P032301 - Pilot Project – Building Capacity for Tourism Ecosystem**

### *1.3.1. Introduction*

On the basis of the objectives given in the budget remarks to budget item 03.200100.P032301, this chapter contains the actions to be financed (studies and communication activities) and the budget breakdown for year 2023 as follows:

- Procurement (1.3.2):

EUR 3 000 000

### 1.3.2. Procurement

Legal basis:

*Article 58(2)(a) of Regulation (EU, Euratom) 2018/1046*

Objectives pursued:

to give EU tourism actors better access to EU funding by increasing their awareness of funding opportunities and improving the quality of their bids. Tourism is indeed eligible under several MFF programmes, but very few actors of the tourism ecosystem manage to secure funding. The tourism ecosystem being very fragmented, they often don't have the knowledge and expertise to competing with other ecosystems.

Expected results:

The contractor should analyse how actors of the tourism ecosystem look for information, what they don't find, what they don't understand, how to solve possible problems and develop solutions (e.g. translating online guide in other official languages of the EU, place adds in specialised media used by the tourism industry etc.). The contractor should also identify success / failure factors when bidding for EU funding, test various 'capacity building' solutions, develop tourism specific guidelines / training materials on how to apply successfully to EU calls, disseminate these guidelines and provide a place where tourism actors could find partners to submit joint bids.

Implementation

This action will be implemented by EISMEA.